September 1934

UEF news

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Business Show

•

Sundstrand Stars at Warners

•

An Outlet To the World

•

The Largest Distillery

"I like the Elliott-Fisher flat writing surface."

Wide World

MY TYPE

Yesterday I was racking my brain for something to write about in this space when I received a call from General Sales Manager Wright.

Going to Mr. Wright's office, I found he wanted me to see a letter that had just come from J. F. Welch, sales agent at Florence, Alabama. It seems that Mr. Welch exceeded 100 percent of quota by a substantial margin last month, and Mr. Wright, as is his custom, had sent him a note of congratulation. The letter was in reply to that note. This is what it said:-

"This is the largest month's business that I have ever secured during my entire time with the Company, which dates back to April, 1919. My relations with the Birmingham office for the past four and one-half years have been most pleasant, and it is indeed a pleasure to be associated with them and with the Company.

"With our line as complete as it is today, our salesmen have only to put their hearts into their work, know their products and have the real interest of all concerned - and they are bound to succeed."

The reason Mr. Wright considered this letter particularly significant was that here was a man, far removed from the General Offices, not closely associated with a branch office even, who has been able to perceive and to grasp the very essentials of success with Underwood Elliott Fisher. It takes some salesmen a long time to understand these fundamentals. But Mr. Welch has not only reached an understanding of them, he has expressed them simply and accurately. He appreciates the completeness of the Company's line. He appreciates the value of enthusiasm. His recipe is recommended to all UEF salesmen.

S. S.

UEF news

VOL. 2 NO. 3

Stewart Schackne, *Editor*

Family magazine of
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Cover photograph by Winemiller & Miller.

The Month's Headlines

THE BUSINESS SHOW

Thirty-first annual New York exhibition of business equipment to be held October fifteenth to twentieth

THE largest and most representative Business Show ever held in this country will open on October fifteenth at Commerce Hall in the new Port Authority Commerce Building, Eighth Avenue at Fifteenth Street, New York City, and will last through the twentieth. Here will be displayed the latest machines, devices, methods and sundries devised by the world's leading business equipment manufacturers for the more economical and efficient management of the nation's Business.

According to Frank E. Tupper, Managing Director of this thirty-first annual National Business Show, the greatly increased size of this year's Show is the result of continued progress in the office equipment field. During the past few years leaders in this industry have spent millions of dollars in perfecting their products. While others have maintained a passive attitude during the years of subnormal activities, producers of business machines and equipment have maintained an aggressive program of progress, so that now they are ready to show the results of their labors to a reviving business world. Mr. Tupper says that never in his twenty-four years of experience has he been able to plan for so colorful and elaborate a Show as this one will be. Confident of the future, exhibitors are making every effort to display their products in a setting that will strikingly emphasize their attitude of progress.

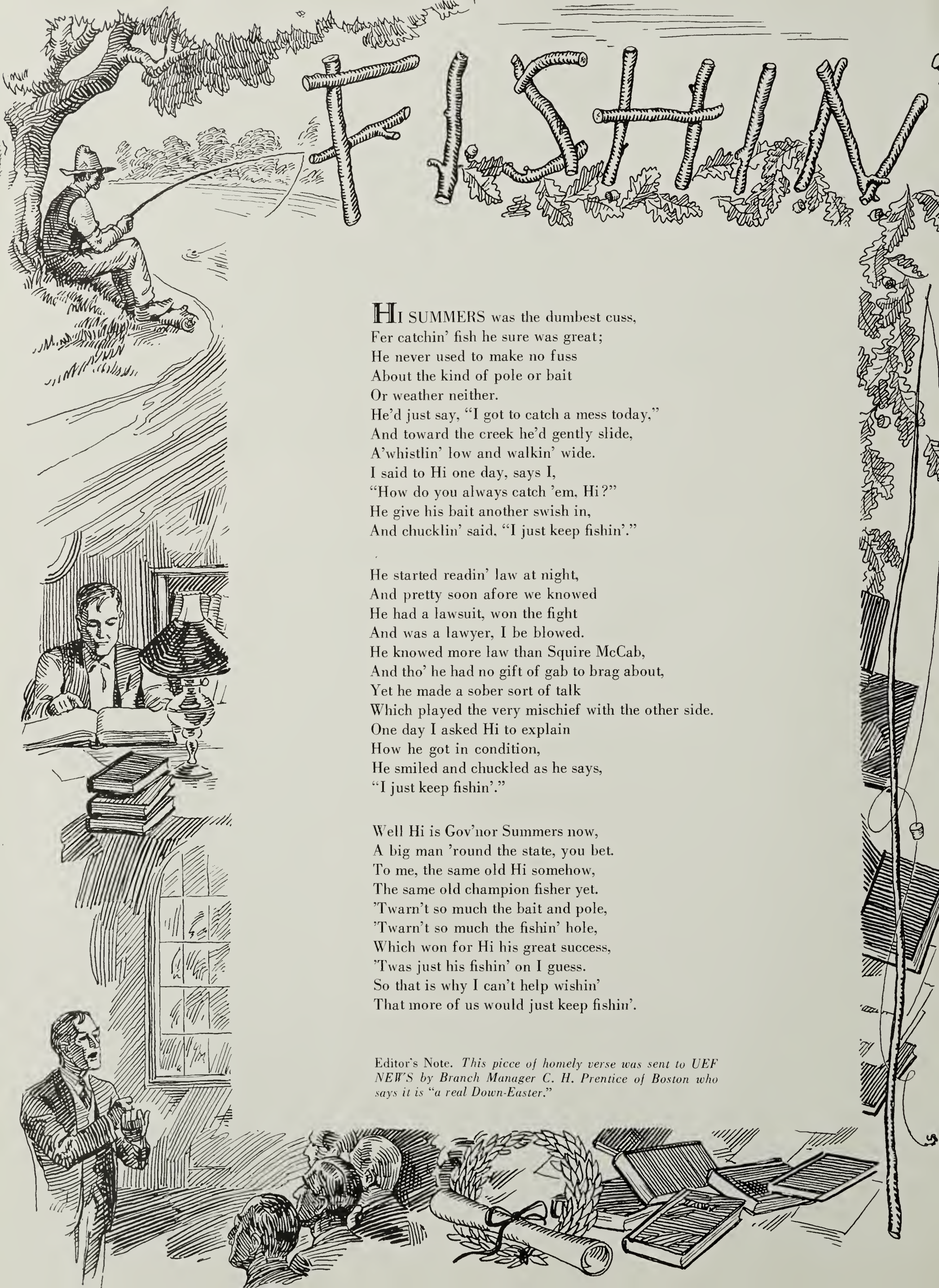
Prominent among the exhibits will be that of the Underwood Elliott Fisher Company, who will have a large display covering over five thousand square feet.

The UEF display will be located in Section C, this entire section having been reserved by the Company. Products of all divisions will be exhibited, and advantage will be taken of the unusual opportunity to present our new models to the public. Among the machines in the latter category are the Underwood Standard typewriter equipped with the new Champion keyboard, the new Champion Portable with its fourteen improvements, and the new "three-point control" Underwood Sundstrand adding machines.

Three champion typists — George Hossfield, Albert Tangora and Barney Stapert, will give daily demonstrations of their skill and of the unparalleled responsiveness of Underwood machines. If past Business Shows are any criterion, their performances should be one of the outstanding attractions of the 1934 exhibition.

Another prominent feature will be the Underwood Elliott Fisher "Progress Show" which created so much wonder and admiration at the World's Fair in Chicago last year. The "Progress Show" consists of a stage built in the form of a shadow-box. Before the spectators' gaze scenes and actors slowly and mysteriously materialize, remain in view for several seconds and then dissolve into air. The first image represents a scene in a counting-house of a century ago. A clerk, perched on a high stool, laboriously transcribes business figures with a pen by the light of an oil lamp. The next picture shows an office of a later period. The lamp has been replaced by a gas light, the pen by an "invisible writing" typewriter. The typist strikes a few keys, then raises the hinged carriage to see what has been written. This in turn gives way to an office of today, equipped with the latest Underwood. Next there follow models of the great UEF factories and a large world map to illustrate the Company's globe-circling distribution—and dominance.

Estimates based on attendances in other years indicate an exceptionally great audience. At previous shows, spectators have come from points as distant as Maine and Virginia. The Company has issued invitations to the exhibit to executives of large corporations with offices in the New York metropolitan area.



HI SUMMERS was the dumbest cuss,
Fer catchin' fish he sure was great;
He never used to make no fuss
About the kind of pole or bait
Or weather neither.
He'd just say, "I got to catch a mess today,"
And toward the creek he'd gently slide,
A'whistlin' low and walkin' wide.
I said to Hi one day, says I,
"How do you always catch 'em, Hi?"
He give his bait another swish in,
And chucklin' said, "I just keep fishin'."

He started readin' law at night,
And pretty soon afore we knowed
He had a lawsuit, won the fight
And was a lawyer, I be blowed.
He knowed more law than Squire McCab,
And tho' he had no gift of gab to brag about,
Yet he made a sober sort of talk
Which played the very mischief with the other side.
One day I asked Hi to explain
How he got in condition,
He smiled and chuckled as he says,
"I just keep fishin'."

Well Hi is Gov'nor Summers now,
A big man 'round the state, you bet.
To me, the same old Hi somehow,
The same old champion fisher yet.
'Twarn't so much the bait and pole,
'Twarn't so much the fishin' hole,
Which won for Hi his great success,
'Twas just his fishin' on I guess.
So that is why I can't help wishin'
That more of us would just keep fishin'.

Editor's Note. *This piece of homely verse was sent to UEF NEWS by Branch Manager C. H. Prentice of Boston who says it is "a real Down-Easter."*

BEN'S SELLING

¶ When a statesman dropped his pen and turned salesman, history was changed.

By W. E. Johnson
Vice President, Marschalk & Pratt, Inc.

WHEN Ben first trod the cobbles of his adopted heath, he had nothing but an appetite and a habit of getting what he wanted. Five minutes later he had a bread-roll to satisfy the habit.

Ben was the real go-getter of the Eighteenth Century. He was a word engineer. Words, to Ben, were the things of which miracles are wrought. He played with words upon men's minds as a pianist plays upon the keys.

Just a few bars in pianissimo—slow, searching, alluring—a few octaves that painted wondrous colored word pictures on the canvas of the mind. Then, in a flash, the tempo of his sales talk changed. Its cadence quickened to staccato crispness. His word painting grew in greater and still greater volume. Men saw HIS idea taking root in their own gardens. They saw it bud and blossom and bear fruit. They felt a haunting, irresistible desire for the thing he sold. They felt its value weigh heavier than the gold it would cost them.

And lo! when Ben finished, with one crashing crescendo of reasoning, HE had not sold. His prospects had done the selling for him.

Call Ben Franklin statesman, if you like, and the world will nod its head. Call him printer, philosopher, soldier, scientist, author, and you will still be in agreement with your fellowmen. But call him SALESMAN and no one will agree with you.

Yet, if Franklin had not been super-salesman, a different flag might be flying overhead today. Who knows?

Ben was ALWAYS selling something. When he wasn't penning philosophical gems of thought that modern folk frame and hang above their fireplaces, he was the busiest little promoter that the world has ever known. Why, Ben SOLD the cause of Preparedness a century and more before Roosevelt gave it name! He sold the countryside so thoroughly on THRIFT that his selling today goes marching on through the campaign of every American bank that launches a savings drive.

Franklin founded the Philadelphia Fire Company, the Philadelphia Hospital, the Philadelphia Circulating Library —not only founded them but SOLD them —pounded pavements, slammed doors —gathered money for the undertakings himself.

And rumor hath it that money and the Pennsylvania farmer of 1750 or thereabouts, lingered long at parting.

But Ben's great moment came with the first low rumble of the Revolution. English armies were at his country's doorstep. His own ragged Continentals were lacking in everything but courage. They needed arms, clothing, food, gold. And Ben *dropped his pen* and scurried overseas to France to do the biggest job of selling even he had ever tried.

He went to get French gold to fill the maws of American cannon. He went to sell America—not as Benedict Arnold sold her, heart and soul—but to sell her manhood, her ideals, her courage. And he offered, in return, payment contingent upon thirteen scattered colonies whipping the strongest nation in all Christendom!

History does not chronicle the Battle of Paris as it chronicles Lexington, Bunker Hill and Yorktown. Yet it was at Paris that the war was won—at Paris that a man grown old in his country's service faced a King and his ministers and fought, begged and pleaded for gold that there might be lead for American guns.

His uniform, a suit of spotted velvet—his helmet, a cap of marten fur—his sword, a tongue that hung loosely in its sheath, yet uttered no loose word.

And how he SOLD! He reached far into the future and held up the America that was to be. He pictured her glories, her resources, her manhood. He showed her as a nation that was born but yesterday, yet had stepped out of infancy overnight.

Then, as years before, he played upon men's minds as a musician upon the keys. The tempo changed. He pictured a people God-fearing and peace-loving. He showed the cloud of oppression that hung over them. He showed them rising in slow-born wrath and finding their strength. He recited injustices, aired wrongs. He carried his hearers on the crest of a huge word-wave of emotion until his views had become their views, his ideas their ideas, his wishes their wishes.

F. D. Kauffman

And then, perhaps, he paused while he gauged the effect of his words. It would have been like him to do so. And it would have been like him also to allow the silence to grow heavy with expectancy before, in lowered timbre, he went on:

"And mark you this, Gentlemen of France. Through the centuries that are to come, your destinies will be linked with America's destinies. And, if you but help America today, she will some day help France. Her heart is more than strong. It is big. Her memory is more than keen. It is long. And with the help of God and French gold, she will gain Victory today that she may return and help France tomorrow."

You know the rest. You know how Louis XV opened French coffers that millions of French livres might flow into an empty American Treasury. But did you know that it was SALESMANSHIP, not Statesmanship, that won?

Branch Manager Contest Leaders Change

AS branch managers near the finish of their contest for cash prizes, the positions are somewhat different from what they were at the close of the first month of the event.

On August 31, when standings of the branches were last computed, G. H. Ward, manager of the Washington typewriter office, still held his grip on first place. H. H. Taylor of El Paso was in second place, however, although he had been fourth at the end of July. In the meantime R. B. Vance of Atlanta, who had been second, went to third position, displacing J. L. Videau of New Orleans.

Other managers are coming ahead strongly as the three-month competition draws to a close. A. J. Salisbury of Boise, in fourth place, came up from fourteenth at the end of the first month, while W. H. Blaney of Birmingham, in fifth place, came up from thirteenth. The awards of $750, $500 and $250 are stimulating extraordinary efforts and it is impossible to tell even now who will collect the money.

Harrisburg Star Passes Quota Mark

F. D. KAUFFMAN, accounting and adding machine salesman with the Harrisburg branch, is the latest All-Star Club qualifier, his orders for August having brought his record above 100 per cent of annual quota. A comparative newcomer to the UEF family, Mr. Kauffman has never before experienced All-Star membership. A large proportion of his sales this year have been to the state government of Pennsylvania.

SUNDSTRAND

The glittering make-believe of the movies rests on hard business facts . . . that's where adding machines come in

Above, Hugh Herbert spotlights Joan Blondell and Dick Powell. Right, coaching chorus girls before shooting a scene during filming of the current Warner Brothers' hit, Dames.

BEHIND the romance and glamour of motion pictures are the cold hard facts of organization. The shimmering gowns of the stars are made by a department of experts whose salaries are carefully gauged, working with materials that must be wisely bought, properly inventoried and accounted for. The impressive sets in which lovers plight their troth are made of wood and steel and glass that passed a hard-hearted purchasing department and that were hauled in trucks on which operating costs were meticulously figured.

It may be romance to the audiences of the movie-house, but it is all highly organized business to the big producing companies.

At the Warner Brothers First National Studios in Burbank, Calif., a battery of ten Underwood Sundstrand adding machines are important factors in the down-to-earth phases of movie making.

According to C. H. Wilder, the head of Warner's efficient auditing department, Sundstrands have had the constant preference of his staff for ten years.

Few people realize the magnitude of the payroll and inventory jobs that an adding machine must do at a studio like Warners, to say nothing of the scores of other functions of an adaptable machine like the Sundstrand. The regular employees on the lot number about 2,000, not including the several hundred constantly employed as artistic talent. So many different trades and professions are represented that there are numberless pay scales to be figured. Sundstrands are almost invaluable in this connection, while in the matter of purchases and inventories, an adding machine gets its real test in a motion picture studio, since practically every kind and grade of material is used.

The Warners operate three studios in California, the largest of which is the Burbank lot. It embraces fifty major buildings, including twelve of the largest sound stages ever built. Nine of these are of uniform size, 240 feet by 137 feet, with an overhead clearance of thirty-nine feet. It has five miles of paved streets.

The physical plant represents an outlay of about $4,000,000 exclusive of mechanical and electrical equipment,

Stars at Warners

much of which was developed by Warner engineers and which represents an additional cost of $10,000,000.

Purchases for maintenance and operation of this city are no small matter, as the following approximate figures show:

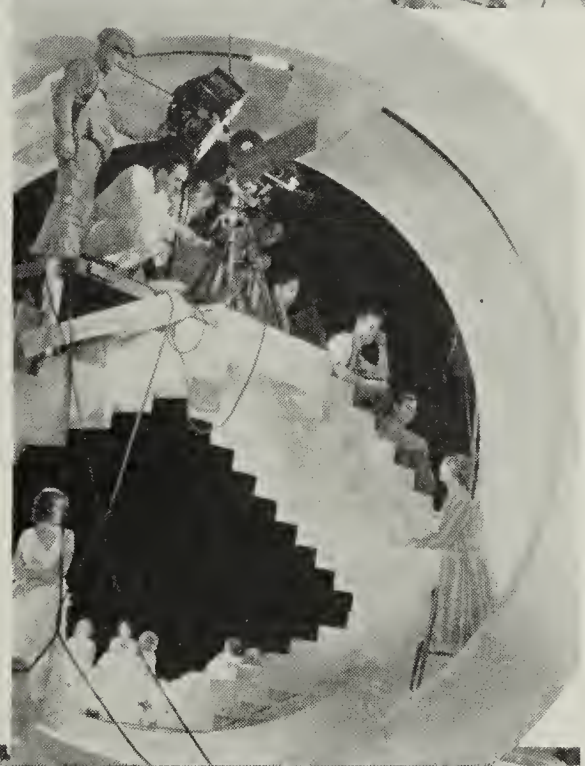
Lumber is purchased at the rate of about 4,000,000 feet per year; 1800 kegs of nails are used; 3,600 sacks of cement; 42,000 gallons of paint; 21,600 rolls of wall paper; 18,000 yards of muslin; about $2,500 worth of hardware a month, and $450 worth of glass a month. Annually some 11,750,000 kilowatt hours of electricity are used —enough to supply the average home for 50,000 years.

All of this is mentioned to emphasize the prodigious tasks that face an auditing department, responsible for accurate accounting on such a scale.

It is no wonder that a studio like Warner's depend upon Sundstrands for the boundless range of totals that must be delivered quickly, with the smallest possible effort and with undebatable accuracy.

The production of moving pictures is not the only sort of business which calls for speedy, accurate figuring in the Warner Brothers organization. Besides the actual making of the movies, the films must be advertised, sold and distributed in hundreds of communities in the United States and in many foreign countries.

Work of this nature is carried on by the Warner Brothers New York offices which occupy all of a 10-story building that extends for almost half a block in West 44th Street. Here the tremendous sales activities of the great amusement industry are attended to.



Above, birdseye view of a make-up room, improvised on one of the big sound stages, showing experts touching up eyes and lips of extra players. Left, focussing cameras on one of the sets for Dames.

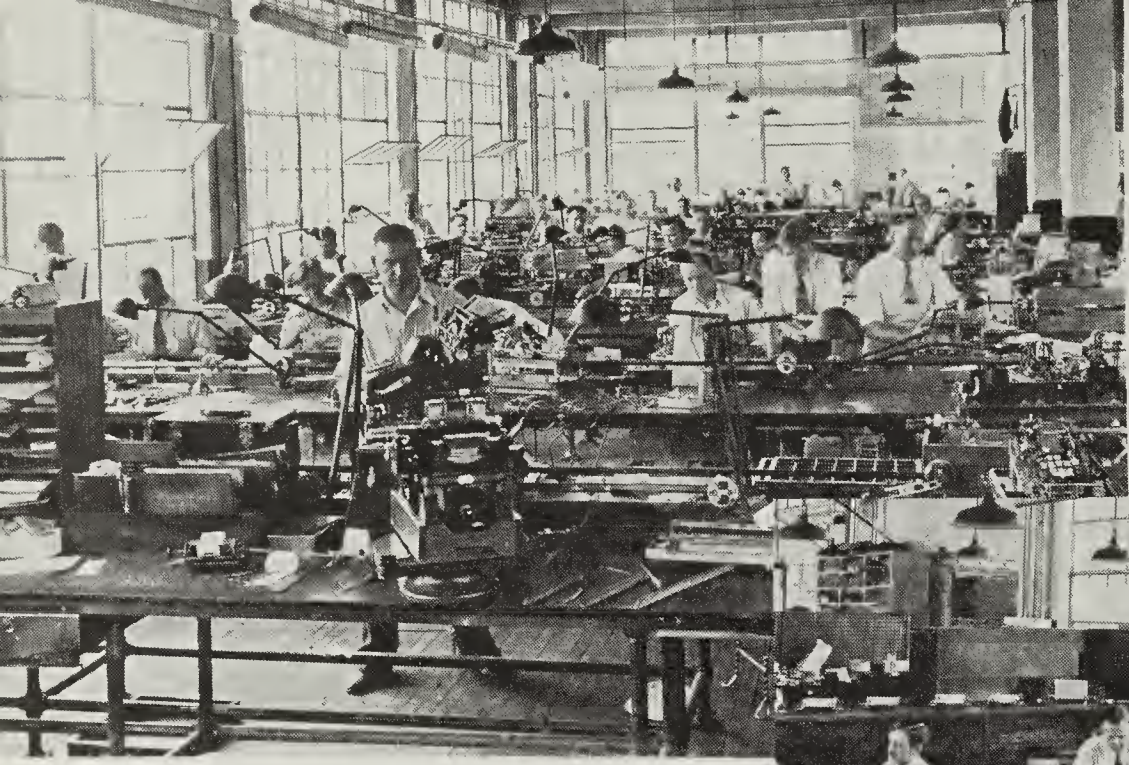
An aerial photograph of the Warner Brothers First National studios at Burbank, Calif.

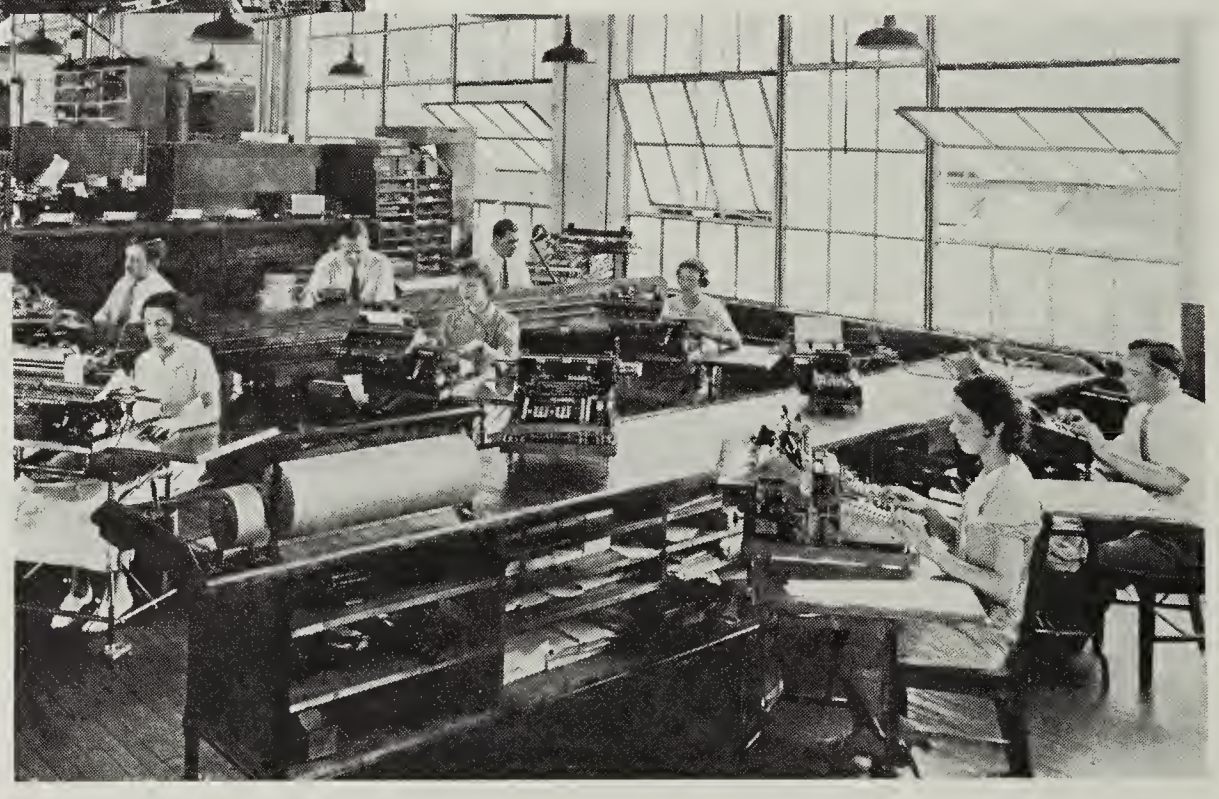
About seventy feature pictures and scores of short features are handled annually. On the average, about one hundred prints are made of each film so they may be shown simultaneously in cities throughout the country. The distribution of the pictures is done through forty exchanges — or branch offices — in as many key cities. The business of all the exchanges is cleared through the New York office where records are kept of the theaters that have bought particular pictures, of the routing of films through second- and third-run houses and so forth. A large staff of employees is required to read the hundreds of scenarios, novels and stories that are submitted weekly.

For the benefit of the numerous personnel a cafeteria is operated as well as an executives' dining room. The Warners Club for employees has been given an entire floor of the building and is equipped with golf driving range, tables for bridge, billiards and ping pong and other recreational facilities.

And—the work of the employees is lightened and speeded by twenty Underwood Sundstrands.

As Fine





A corner of the Underwood Sundstrand assembly department at the Bridgeport factory, showing men working on 17-column models and models of the 48,000 series bookkeeping machines. Note the large amount of window space.

Right, final inspection and operating test on bookkeeping and special Underwood Sundstrand machines. Some of these machines are run by operators as long as eight hours to insure their complete dependability.

AN inspection tour through the Underwood Elliott Fisher works at Bridgeport under the guidance of Works Manager Conard leaves a kaleidoscopic pattern of impressions in the tourist's mind.

Powerful machines. Delicate gauging instruments. Raw materials. Regiments of workers. A medley of industrial sounds and sights and smells. The receiving and raw storage rooms with their shelves holding metal strips, bars and rods in a great assortment of sizes and filled with the penetrating sweet odor of banana oil. The department where punch presses strike out hundreds of thousands of parts for Elliott-Fisher and Underwood Sundstrand accounting and adding machines. The "swedging" of parts—a stamping process that gives them form and leaves a "flash" or thin rim of surplus metal around their edges to be trimmed off later. The fully equipped hospital with uniformed nurse in attendance. Batteries of automatic screw machines and the heavy smell of oil. The drilling of steel parts laved with a lubricating and cooling liquid that looks like soapy water. Heavy fire doors which lead to the japanning department and which are kept carefully closed, not only as fire protection but to exclude dust that might mar the high finish of UEF products. Bursts of sudden noise like machine gun firing in the riveting department.

Also, the tourist notices how very light and airy the factory is and that it is relatively cool compared to the sizzling temperature outdoors.

MANY of the Underwood Sundstrand machines that are sent out from this factory are, so to speak, "custom made." That is, they incorporate extra devices and mechanisms to fill special needs of purchasers. The reason for this is that the machines are so versatile and can be adapted to so wide a range of applications that no purchaser could possibly make use of all their special features. Detailed records must be kept, of course, of the specifications of all machines embodying special construction. A photographing department comprising equipment and studios such as might be found in a commercial photographer's establishment is utilized for this purpose. Specially built machines are photographed from all sides before shipment, and mechanical drawings of their unusual features are photostated for the benefit of the service department.

Master assembly sheets list the parts that have gone into them in the order of their attachment. The mimeographed lists, with the parts designated by figures and numbers, look like a cabalistic jumble to the uninitiated, but they are invaluable to the service men who may at some future time be called on to make an adjustment or replacement. A. Frederickson of the engineering department is in charge of this work.

THE action of accounting and adding machines is principally one of "springs working against springs," and much time and money are expended at Bridgeport to obtain springs having the highest qualities of strength and liveliness. Certain exceedingly small ones are made on machines designed by UEF engineers because they cannot be bought from outside manufacturers. The machines work entirely automatically and spin the springs from hair-thin wire. The tension of springs is weighed by girl operators, and all those that do not meet rigid requirements are discarded.

To make the action of Underwood Sundstrands free and smooth, the machines are "exercised." Electric models are exercised under their own power. Manually operated models are put on a bench and have a grooved wheel attached to the main shaft. The wheels are connected with belts to a power shaft below the bench, and by this means the machines are run at a rapid pace for half an hour.

This test assures smooth operation and reveals hidden flaws, if any exist. Accuracy is assured by subsequent operator tests. Girls employed in the latter testing add specified numbers that include all digits and that have a known total. Operator tests last from one hour

as a Fine Watch

Part II . . . Continuing a description of the Underwood Elliott Fisher plant at Bridgeport and of the methods employed in the manufacture of our adding and accounting machines

for the Underwood Sundstrand standard models to eight hours for the 17-column machines. The Underwood Sundstrands are inspected as they come from the assembly department, whereas Elliott-Fishers are inspected after each of several manufacturing steps and have a final operator test. In addition, separate units such as cross-footers, actuators and column registers are tested on special testing machines. One of the most interesting machines of this kind has mechanical fingers that strike adding or accounting machine keys over and over again.

ON a tour of the Bridgeport works, a visit to Oscar J. Sundstrand is naturally most appropriate. Mr. Sundstrand invented the machine that bears his name twenty years ago. Today he sits at a high drawing board in a large bright room of the factory, poring over drawings, making calculations, planning improvements and refinements for UEF products.

Although the work which his machines perform seems nothing short of miraculous to the person who is not a mathematician or engineer, to him it seems the essence of simplicity.

"It's not how to make machines do arithmetic," he says, "it's when they don't do it—that's my problem."

Then he makes a remark that has an Einsteinian ring. "The secret of an adding machine is time," he declares. "By that I mean that in one operation, the adding wheels must mesh, the type bars must rise to position, the hammers must strike, the hammers must be withdrawn, the paper must feed, the ribbon must feed, the whole set-up must be destroyed to make ready for the next operation and so on. If any part moves at the wrong time, the entire result is ruined. All the actions of the machine have to be considered in proper sequence and given the proper time proportion in a complete cycle. One of the hardest things I had to solve in the early days was making the handle return smoothly."

The basic principle of adding and accounting machines lies in toothed wheels which have ten or twenty teeth. If the number seven is recorded on a machine, for example, the unit wheel moves through seven teeth. When the unit wheel makes a complete revolution, it engages the tens-wheel and moves it one tooth. On wheels having twenty teeth, there are two zero points. This, of course, holds true for decimal machines. On the pounds-shillings and pence machines (of which a great many are made at Bridgeport) adding wheels have different numbers of teeth.

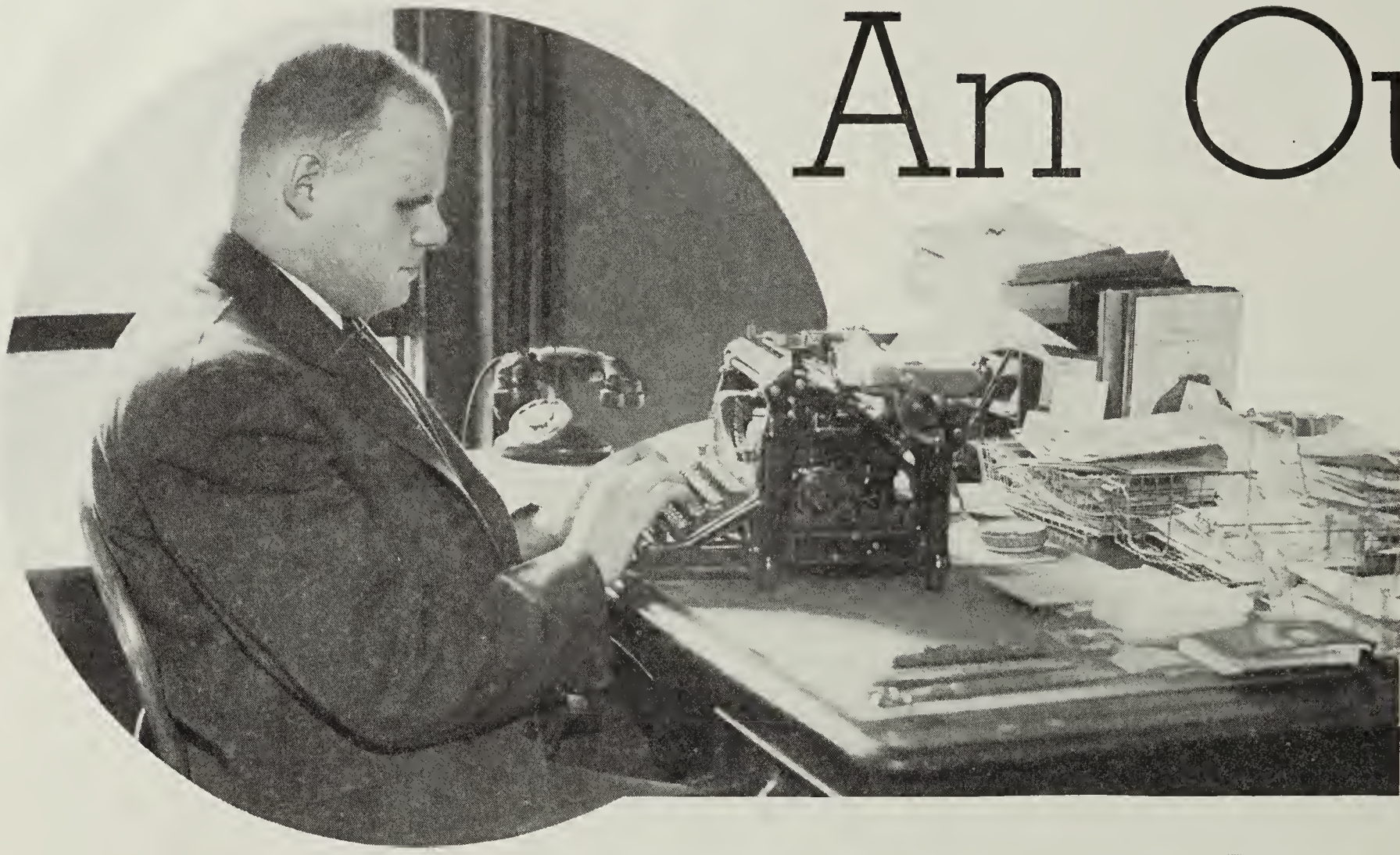
BEFORE leaving the Bridgeport works one is likely to hear from Mr. Conard, E. L. Monson, H. C. Edgerton, E. P. Gillare or other members of the executive staff some mention of the rapidity with which the manufacturing of Elliott-Fisher machines was moved from Harrisburg, Pa., and that of Sundstrands from Rockford, Ill., to the Connecticut city. It is a matter of real satisfaction to all of them.

Prior to the consolidation of the Company's manufacturing facilities, the plant at Bridgeport was devoted to the production of Portable typewriters. Mr. Conard, although then at Rockford, had been in charge of the Bridgeport works and knew its layout and capacity. He obtained blueprints of the floor plans as well as blueprints of the Harrisburg factory and formulated the steps of the move. During the early part of July, 1933, the first carload of machinery came into the plant and by September twelfth the move was completed. About 120 key men were brought to Bridgeport from Harrisburg and a like number from Rockford. With these as a nucleus, a new manufacturing force was recruited and given intensive training. The problems involved in transplanting a large and complex industrial organization were, of course, enormous. But the whole task was carried out quickly and efficiently.

Today the plant is one of the largest employers in Bridgeport, giving work to almost 1000 persons. The five-story brick and concrete building it occupies was entirely renovated at the time of the move and is a very modern type of factory building, a fitting home for Underwood Elliott Fisher operations.

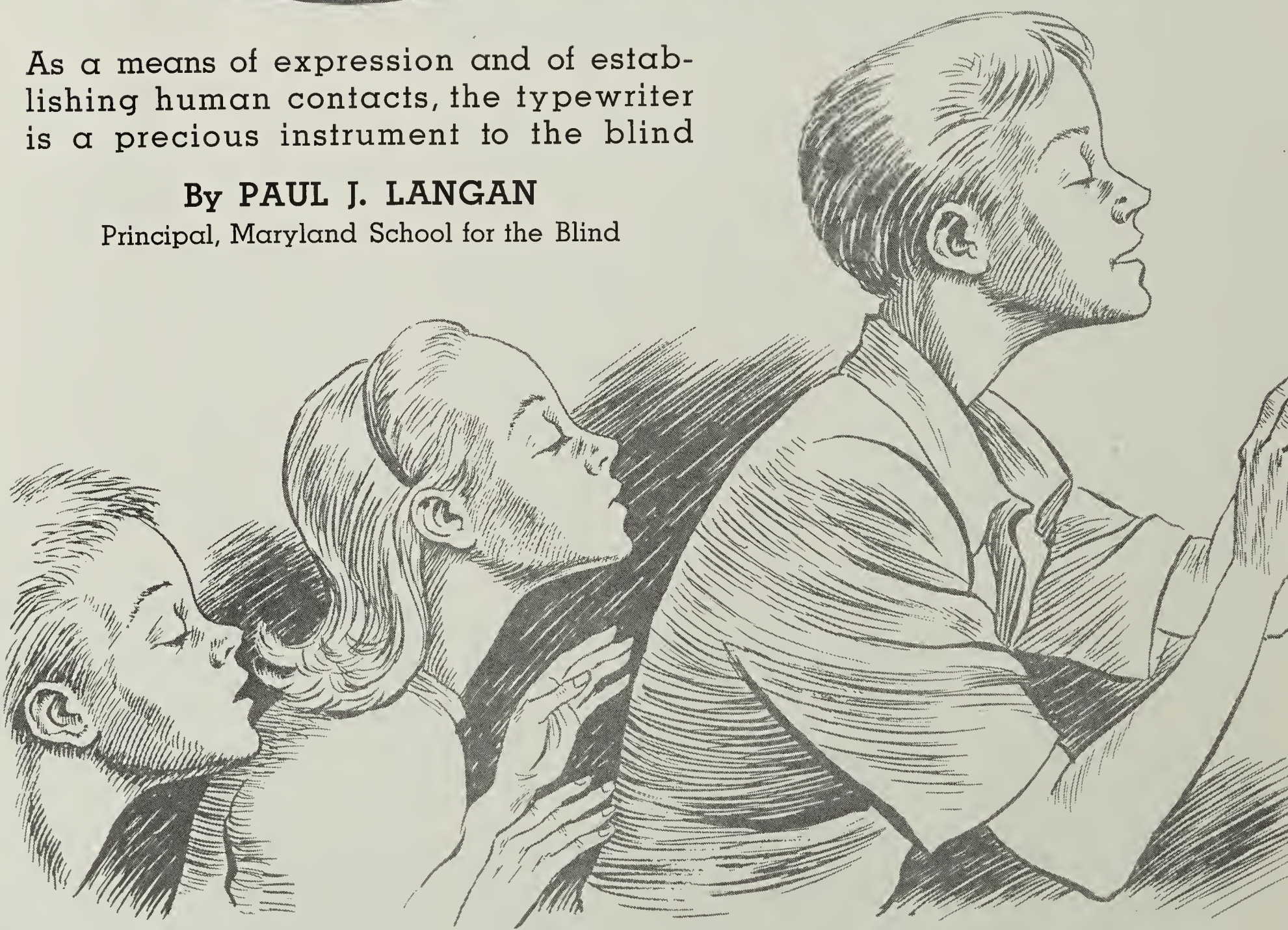
The exercising room. Manually operated adding machines are run for half an hour by power supplied from the power shaft beneath the benches. This test limbers up the mechanism and reveals flaws, if any exist.

An Out



As a means of expression and of establishing human contacts, the typewriter is a precious instrument to the blind

By PAUL J. LANGAN
Principal, Maryland School for the Blind



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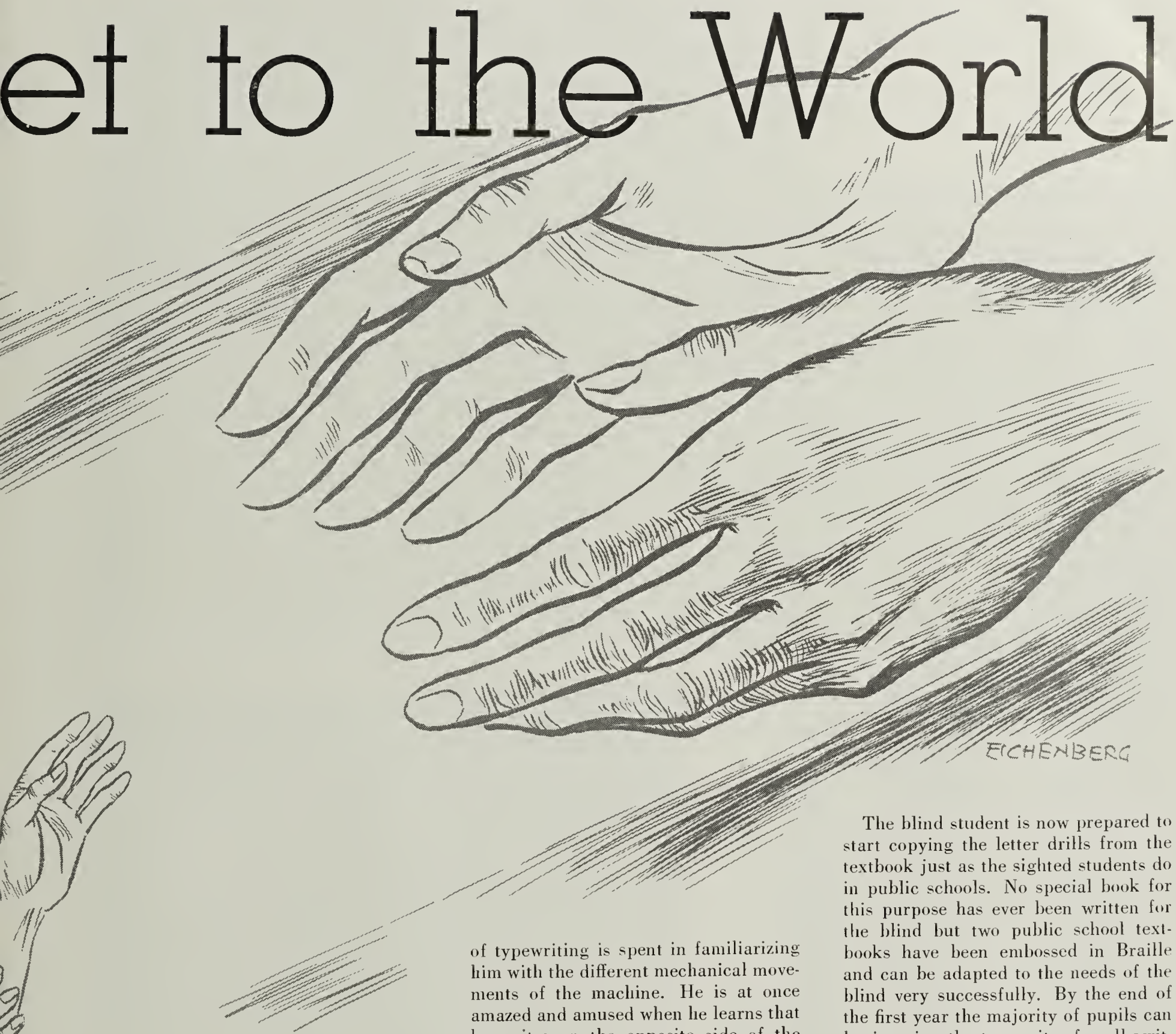


TYPING is a time saver to many students and writers and is a necessity to business men, but to the blind it means more than to almost anyone else. For them, it is an outlet to the world.

Of course, the blind have their Braille writing, which is sufficient for the group among themselves, but to their friends and even their parents, typing is their only means of correspondence. The Braille language is complicated and only a few sighted persons master it, and so until the sightless learn to type, their letters to their friends and relatives must be written for them. It is for this reason, most of all, that the blind are so anxious to type.

Typing is begun in most Schools for the Blind in the fifth grade. The student's first week in the beginning class of typewriting is spent in familiarizing him with the different mechanical movements of the machine. He is at once amazed and amused when he learns that he writes on the opposite side of the paper from the side which faces him as he rolls it on the cylinder. It makes him think of his Braille writing, for in using Braille he must write on the back of the paper and then turn it over to read. The principle of the roller platen soon becomes clear, however, and the student not only learns to insert the paper himself but also to reverse it properly when necessary.

The next few weeks are spent in forming a clear mental picture of the keyboard. This the blind boy or girl must do of course entirely through the fingertips. The alignment and position of the keys and their relation to each other must first of all be explained orally. The teacher can also make a copy of the keyboard chart in Braille which will give the student the only relation which he can perceive to connect the letters with their respective little metal caps.

The blind student is now prepared to start copying the letter drills from the textbook just as the sighted students do in public schools. No special book for this purpose has ever been written for the blind but two public school textbooks have been embossed in Braille and can be adapted to the needs of the blind very successfully. By the end of the first year the majority of pupils can begin using the typewriter for all written work assigned them. They now can do their work in one-third the time, since one typewritten page would require three pages of Braille. It is an aid to the teachers also, because of the time saved in reading and correcting papers.

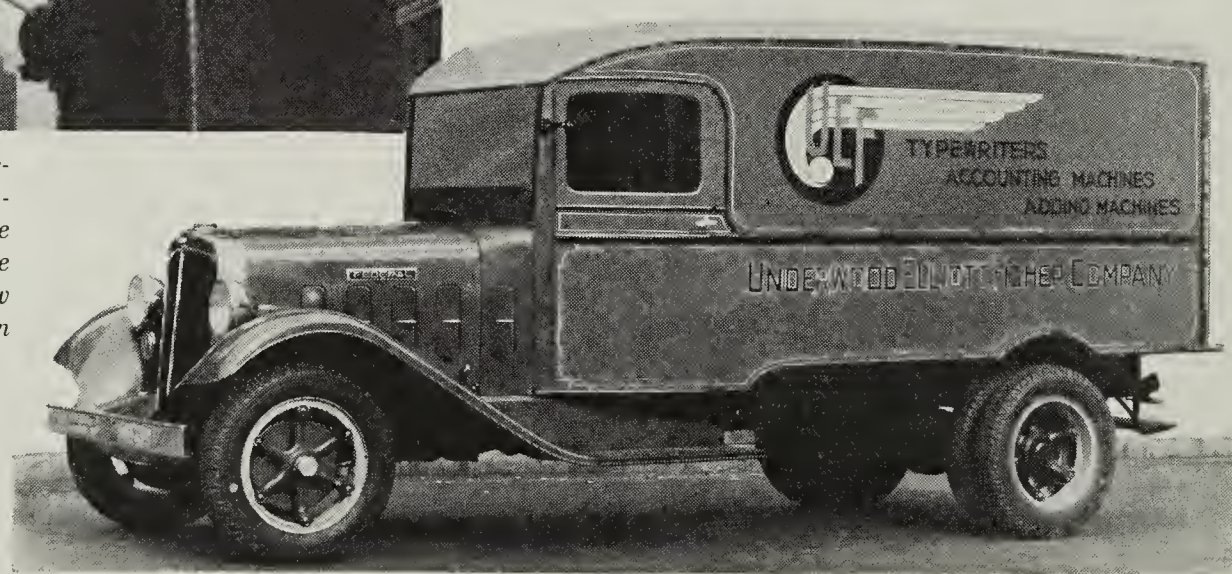
Since the students cannot reread their papers and correct mistakes, it is an advantage to them to be able to write papers perfectly, and their greatest aim is to finish a lesson without an error. Thus accuracy and not speed is the first and foremost objective for the blind in typewriting. Typewriting as a rule is given in most Schools for the Blind with no commercial aim, owing to the scarcity of positions. Expert blind typists will be refused for a sighted person in every case even though some blind students become very efficient and could easily compete with the most capable sighted typist if given the opportunity.

In The Camera's Eye

Atlanta branch has organized a diamond ball team as part of a city-wide league comprising thirty-six teams. Diamond ball is similar to baseball except that it is played by ten men to a side and is said to be faster. The UEF team won eight of its first eleven games. Standing, left to right, are Leonard Barnes, W. R. Buxton, William Stewart, C. M. Flannery, R. W. Williams, Earl Brooks, R. B. Vance; kneeling, A. B. Collier, William Minton, A. B. Underhill, W. W. Willis, Hamilton Steel and D. R. Estep.

Which is the reflection? This trick photograph taken by George Bender shows the Chrysler Building, New York, and its image in a plate glass shop window.

W. M. Snow, sales agent at Clinton, Ia., stands before his store with Paul Spangler, clerk and service man, left, and Leo Bergin, sales and service man.



A new delivery truck of the Chicago office is fire engine red, trimmed in black. Inside it has folding, felt-covered shelves with slings to steady the machines. It is big enough to hold, besides the typewriters on its shelves, four accounting machines.

The world's largest distillery finds that . . .

the world's best

typewriter is the

UNDERWOOD

THE water at Peoria, Ill., flows during July and August of each year at a maximum temperature of fifty degrees.

This factor, plus certain chemical properties of the fluid, has made the city one of the world's most important whisky producing centers.

About a year ago, when the repeal of prohibition appeared certain and imminent, Peoria began to bustle with reawakened activity. Townspeople put on cheerier countenances and talked to one another about the business boom which undoubtedly would develop. Trains brought in portly individuals who hastened to hotel rooms for conferences. Rumors flew from mouth to mouth and thrived on the autumn air. Real estate men hurried busily about. Investors and speculators and promoters put their noses into the breeze and sniffed for opportunity. Workmen pulled cobwebs from the corners of buildings that had long been dark and silent.

Whisky was coming, and with it fame and business for Peoria.

One of the large interests which immediately started operations in the city was Hiram Walker & Sons, Inc., a firm whose name had been connected with the liquor business for seventy-five years. This company began construction of a distilling plant planned ultimately to represent an investment of $6,000,000. Night and day shifts were put on the job, and gradually buildings arose on a 20-acre plot having a frontage of 2000 feet along the banks of the Illinois River.

While erection of the giant distillery progressed, some officials and a group of assistants set up offices in a hotel, for minutes were precious. The country was clamoring for its first taste of legal whisky. Numberless details had to be attended to before manufacturing actually was begun.

Several typewriter companies were asked to exhibit machines and to submit bids. Underwood, ever the machine to speed the world's business, was favored above all others, and an order was placed for three Noiseless models.

Meanwhile the Hiram Walker distillery was taking form as the largest plant of its kind in the world. Soon after the first of the year it was running. Grain was bought at a rate of 6,000,000 bushels a year. Every day after the full operation schedule was reached, 20,000 bushels of grain were ground for mash. Although "Canadian Club" is the featured brand of Hiram Walker & Sons, other whiskies were blended and cordials were made in the rectifying house with a daily capacity of 50,000 gallons. Also, one of the most extensive equipments in the world for making gin was functioning.

Whisky was produced at the rate of 100,000 gallons a day. The bottling house handled 10,000 cases of quarts daily, and stocks mounted in the six storage warehouses, each of them ten stories high.

About this time the matter of standardizing the concern on typewriters was brought up. The subject was called to the attention of executives, and the making of a decision was simplified for them by the unmistakable superiority of Underwood Noiseless machines.

The UEF branch at Peoria demonstrated Underwoods to the Hiram Walker officials, and as a result all typing equipment in the home office, as well as in all present branches and whatever branches may be established in the future throughout the United States, is exclusively Underwood.

This photograph was taken by George Bender on the roof of the Underwood Building at 63 Vesey Street during a recent visit to New York of Robert Anschutz and Willi Walbrodt, manufacturing executives of the Mercedes plant in Germany. The picture shows, left to right. Mr. Anschutz, Service Manager George Crossan and Mr. Walbrodt.

BUSINESS IDEAS

¶ *Advertising and sales promotion ideas keep sales tempo high in the Atlanta branch.*

SEVERAL effective ideas for promoting business, gaining publicity and building good will are being utilized in Atlanta.

In order to stimulate high interest in the Branch Managers' Contest for July, August and September, a contest has been arranged between the salesmen and the sales agents in the branch's territory for the same period of time and with special quotas worked out for each group. Owing to some good school orders obtained in the territory outside the city, the sales agents have a slight edge so far. The lead is not great, however, and there is every indication of a close finish.

The branch also has made an arrangement with a local radio station to broadcast advertising talks each Tuesday and Thursday. Through these two weekly announcements the Company's products are called to the attention of thousands of people.

Another clever business idea has been to place around the cylinder of machines put out on examination the following letter:

"My dear Miss Operator:

"I know I am going to like you as well as you will like me, and this is just a friendly note in order that we may become better acquainted.

"I am a Noiseless Portable manufactured by the Underwood Elliott Fisher Company. My parents have taken great care in my 'upbringing' and consequently you are assured of a well behaved youngster. I am very responsive ot key action, so please do not strike my keys as hard as you have been accustomed to strike those of other machines.

"Should I ever need any adjustments, just phone our Service Department, Walnut 2793. Thank you."

Perhaps this aggressiveness explains why, since March when Atlanta was in seventeenth place in the branch standings, the office has advanced steadily until it is now in seventh place in the standings for the year to date.

Wright Month A Big Success

THINGS moved fast in the Seattle office during the last days of "Fred Wright Month" and didn't give the boys much time to cultivate a dignified manner with which to greet the general sales manager early in July. But when he arrived here, all the practice was of no avail because the general sales manager was just Fred Wright, our old Pacific District manager, after all.

What a sales meeting he conducted! Everyone left the meeting with many new slants on our wonderful organization and its products and with increased determination to sell more machines, supplies and service, collect more money, and put forth greater effort than ever to learn the full line.

District Manager W. M. Coffman, who accompanied Mr. Wright, advised us of the results of "Fred Wright Month", which proved the regard the Pacific District holds for its chief.—*F. G. Fink, Seattle.*

SUGGESTION BOX

¶ *Two members of the UEF family get five-dollar checks for constructive criticism of the Company magazine.*

A COLUMN in our magazine devoted to jokes and humorous anecdotes would be a boon indeed. Frankly speaking, practically all the regular periodicals, to say nothing of the majority of company magazines, have a column or two of this nature. I do not believe that we, at the highest pinnacle of our particular industry, should be without our share of JOY and LAUGHTER.

We are all familiar with "the shot heard 'round the world." When we hear "the laugh heard 'round the United States" we will know that prosperity is not, as so often remarked, "just around the corner"—it will be here.—*Eugene H. Schnock, General Offices.*

You ask what I consider the best news in the UEF NEWS.

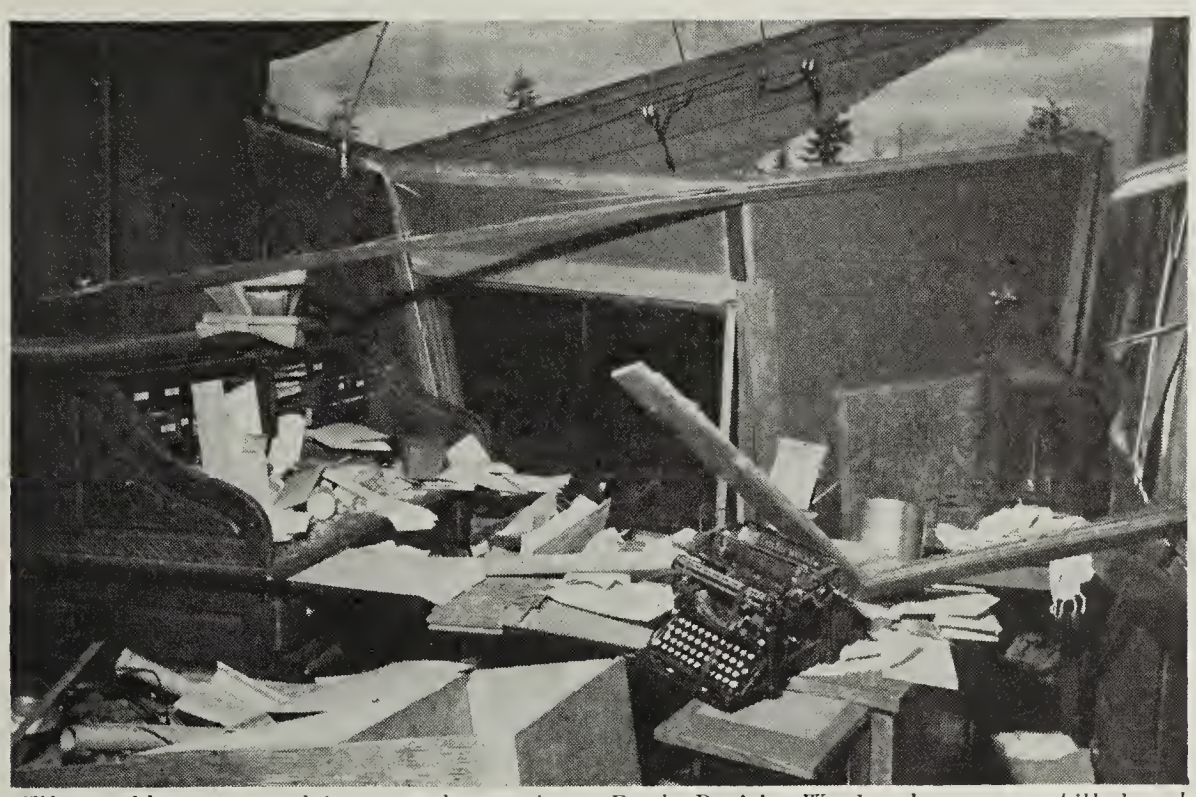
First:—articles like the one on page thirteen of the August issue giving Vice President Eylar's views on salesmanship.

Why:—this is not only news but instructive information to every salesman. We are in the sales game, and anything that encourages sales and builds up knowledge of salesmanship, I consider the best. Let us have more just like it.

In regard to changes for betterment of UEF NEWS:—divide the U. S. into three districts: Eastern, Central and Western.

Why:—news coming from Eastern Division would be found under the heading on the page Eastern and so on.—*M. M. Merrill, Seattle.*

In the foreground above is none other than W. H. Warden, salesman at the Oklahoma City branch. This picture of him was taken in the Fort Smith, Ark., office in 1920 and was sent in by W. C. Welch, branch manager at Oklahoma City.



When a blast occurred in a powder works at Fords Prairie, Wash., eleven were killed and property damage totaling $75,000 was done. The office shown above, located 150 feet from the explosion, was wrecked. The Underwood typewriter, however, sustained no more impairment than an unwound ribbon. Leo E. Barton at Tacoma obtained the picture.

SPEED FIGURING

¶ *Albert Tangora gives Sundstrand demonstration to salesmen of New York accounting-adding branch.*

A DEMONSTRATION illustrating the similarity between rapid touch typewriting and rapid touch figure writing was given recently by Albert Tangora, former world's champion speed typist, before salesmen of the New York branch of the accounting-adding machine division and several executives from the General Offices.

The demonstration, held at 63 Vesey Street, was presided over by F. A. Greis, New York branch manager for accounting and adding machines. W. D. M. Simmons, school sales manager, described Mr. Tangora's accomplishments as a speed typist and timed the ensuing performance.

Mr. Tangora, who has spent the past several weeks studying speed methods on Underwood Sundstrand models, explained that his purpose was to show how speed figuring may be made an impressive feature of sales demonstrations. He is preparing a presentation for commercial classes in schools.

Beginning with an exhibition of typewriting, Mr. Tangora wrote 130 words from printed copy in one minute. Warming up to his task, he then wrote 132 words in one minute while answering questions asked by the audience, and 131 words while adding a column of five four-digit figures in fifty-one seconds.

Mr. Tangora next pointed out the advantages of Underwood Sundstrand direct subtraction and of automatic column selection in addition, and explained the principles of machine multiplication and division. Working entirely by touch on a model 10140-E, he solved mathematical problems involving several steps with a rapidity that caused astonished admiration in his audience. One problem, for example, was as follows:

A hardware merchant buys 122 dozen hinges at $2.25 per dozen and is allowed discounts of fifteen, ten and five per cent. What is his net bill?

Mr. Tangora computed the answer in eleven seconds, using the known decimal equivalent of the total discounts.

Following the demonstration, Alfred Jensen, sales manager for accounting machines, W. F. Arnold, sales manager for adding machines, and M. A. Seely, assistant general sales manager, spoke. They pointed out the value of expert demonstrations to prospects and the desirability of the mastery of machine operations by salesmen.

GOING STRONGER

¶ *Underwood typewriters receive warm praise from Portable owner in the Philippine Islands.*

SMITH, BELL & CO., Ltd., agents at Manila, P. I., received some time ago a letter which illustrates the enthusiasm that Underwood typewriters produce in their users.

The letter, sent by W. A. Cole from Naga, Camarines Sur, P. I., follows:

"In 1921 in Negros I purchased an Underwood Portable—the same machine that I am writing with now after all these years. I find that the typewriter is a little sick. It needs a set of rubber rollers and a wheel for the carriage. I understand you carry parts for your wonderful machines, so kindly send me a new set of rubber rollers and a small wheel for the carriage.

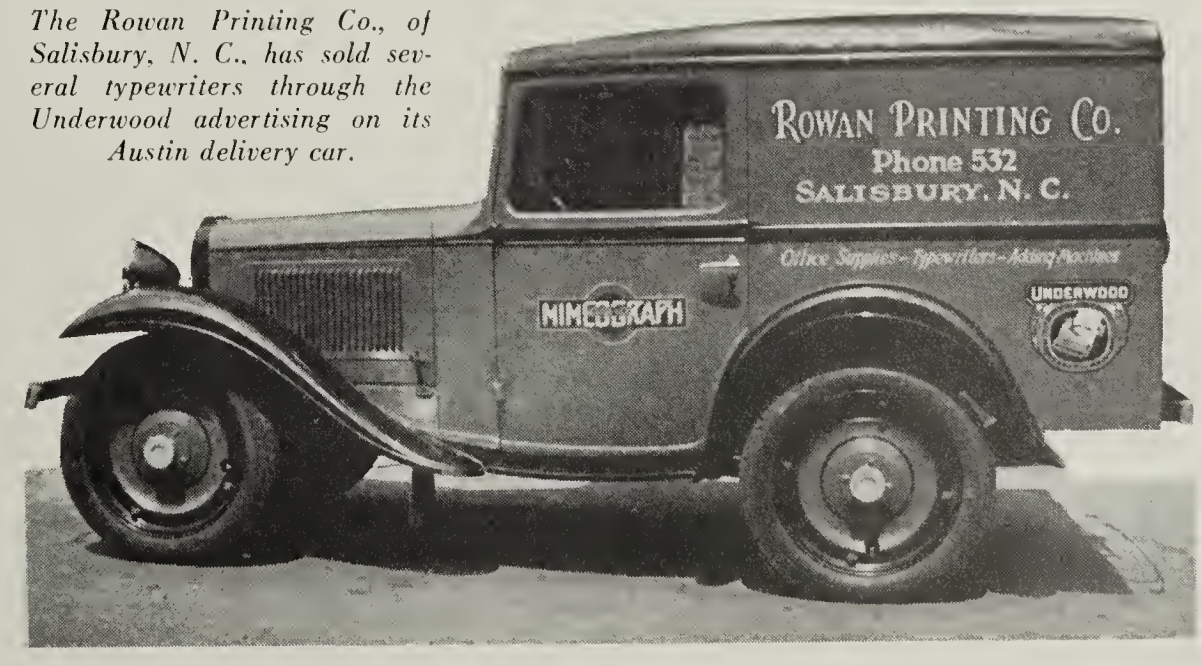
"Allow me to state that nowhere in the Islands have I known anyone to have a small portable typewriter do the rough work of my Underwood. It has been to England and back and has been without repairs since 1921. They talk about a brand of whiskey still going strong. I should say Underwood typewriters are still going stronger."

E. E. ROLLE

E. E. Rolle, sub-branch manager at Cumberland and Hagerstown, Md., died last month in the United States Veterans' Hospital in Washington, D. C., following an operation. He was forty-seven years old and had been ill for some time.

Mr. Rolle had been associated with the Company for twenty-two years, having seen service in New York and been foreman of the mechanical department in Richmond on both typewriters and bookkeeping machines. He was transferred to the Baltimore sales staff in 1919. He leaves his widow and two daughters.

The Rowan Printing Co., of Salisbury, N. C., has sold several typewriters through the Underwood advertising on its Austin delivery car.



FAMILY NEWS

George Leeright, typewriter serviceman at Los Angeles, thought he put one over on his fellow workers when he got married on his vacation. Any such idea was dispelled, however, when he returned to work to find his bench decorated in a style fitting the occasion.

•

The Hollywood, Calif., sub-branch has moved into finer and larger quarters on Hollywood Boulevard, the main street of the movie capital.

•

Lynne W. Pickler has been made assistant branch manager at San Francisco, succeeding William von Hacht, now in the General Offices.

•

R. L. Hinshaw, service foreman at Peoria, has returned from a vacation which took him as far as Toronto, Canada, and claims that Peoria beer still tastes best to him.

•

Clyde Hickman, formerly assistant branch manager at Nashville, has been made branch manager to succeed George M. Spurlin, resigned. Other appointments occasioned by this change are of R. H. Preston to be manager of the Knoxville sub-branch, E. S. Dooley to be manager of the Chattanooga sub-branch and O. W. Schaeffer as adding and accounting machine salesman at Knoxville. Mr. Schaeffer has got off to a fast start by making a good Elliott-Fisher sale in his territory.

•

Elmer Parker, accounting machine mechanic with the Nashville branch, has been in New York taking a course of training on the 17-column Sundstrand.

•

Harvey D. Teabow is a new adding machine salesman with the Peoria branch.

•

Frank M. Anglim, who was assistant manager of the Kansas City branch, has been transferred to Davenport as branch manager.

•

A team formed of members of the sales force of the Atlanta branch recently played a baseball game with a team made up of members from the service department. The sales team won 13-11. Everyone enjoyed himself so much, and such talent was displayed, that a team has been formed from the players on both sides and a number of games scheduled with other amateur teams of the city.

•

C. M. Flannery, accounting machine salesman at Atlanta, won the $15 panama hat offered in a supply contest conducted by the branch. He made 247 per cent of quota.

•

Harold M. Wennik has joined the Providence branch as an adding machine salesman.

•

N. C. Guthrie is covering a country territory for the Charlotte branch as salesman and serviceman.

•

E. Frank Hunt, formerly salesman at Boise, has been made sub-branch manager at Pocatello, Idaho, and Harry A. Wood, formerly of the accounting and adding machine division at Spokane, is now in the Boise office.

•

Mr. and Mrs. W. J. Gillian are the parents of a baby daughter who has been named Donna Ruth. Mr. Gillian is one of the well known employees of the Company in the service department at Portland, Me.

•

Lee Quinn is a new member of the Memphis accounting machines sales staff.

Publishing of fishing stories and photographs in UEF NEWS has led Henry N. Levy, sales agent at Vicksburg, Miss., to send in the accompanying picture of "Logia Loca," a fishing and hunting lodge which he built in the trees near Long Lake, six miles from the city. Mr. Levy maintains that with the exception of General Sales Manager Wright, the fishermen from the General Offices, pictured in the July issue of this magazine, were too well dressed to be good fishermen. He would like an opportunity to prove that he was "born with a fishing rod in hand." The lodge "Logia Loca" is a sightseers' attraction in the vicinity of Vicksburg and is equipped with electricity, running water and other conveniences installed by Mr. Levy himself. Even a small bar is included. Mr. Levy is shown on the ladder.

M. A. Seely And Family Injured In Auto Accident

While motoring in northern New York on August 28, M. A. Seely, assistant general sales manager, Mrs. Seely and Fred Seely, their oldest son, were in a collision causing injuries that necessitated their removal to Cornwall Hospital, Cornwall, N. Y.

The accident occurred near Highland Falls, N. Y., when a truck, traveling in the opposite direction and descending a hill, skidded into the Seely car. Both automobiles left the highway and were only prevented from going over an embankment by a tree. The Seely car was demolished.

Mr. Seely sustained a fractured leg, and Mrs. Seely was bruised and shocked. Their son was thrown through the windshield and so severely cut that a blood transfusion was administered as soon as he was admitted to the hospital. All three are recovering.

CLICKINGS

The Greater Louisville Building & Loan Association was the first institution of its kind to receive a charter from the Federal government. At the time the charter was granted, it was realized that the accounting system was not adequate to meet new requirements, so officials began a survey to determine what machine could best handle the work. After exhaustive study an Underwood Universal bookkeeping machine was purchased, bringing a good commission check to O. E. Starr.

•

In July the sub-branch at Columbia, S. C., sold twenty-five Noiseless typewriters to the Federal Land Bank there.

•

The Kansas City office has been remodeled and enlarged. The second floor of the building it occupies has been taken, the front half of the space being used for demonstration and the rear half for the repair shop. Two private offices have been built on the ground floor, and the balcony is occupied by the salesmen when they are not out gathering orders. Walls and ceiling have been repainted and a new asphalt tile floor laid.

•

Business in Peoria will be speeded as the result of one day's sales by A. H. Prill and H. D. Teabow. These two men brought in orders for four 11-inch Noiseless typewriters, one 14-inch Noiseless, one 18-inch Noiseless and a model 8120P Underwood Sundstrand with stand.

W. E. Davis of the Nashville office recently took an order for three Noiseless machines in the face of very keen competition. Mr. Davis has a habit of doing this.

•

John Boyd, sub-branch manager at Bangor, Me., sold twenty machines as a result of his efforts at the Superintendents of Schools' Convention at Castine, Me.

Underwoods Prove Speed In Spain

A FEW months ago a typewriter company in Spain organized a speed competition for stenographers, giving it wide publicity. The highest speed attained by any contestant, namely, seventy-nine words a minute, was especially advertised.

In response to this challenge, Guillermo Truniger, dealer for eastern Spain, arranged another contest to be held in Barcelona during a "Contest Week" in that city. Prizes of more than 1100 pesetas and good publicity drew so many entrants that, even though the Chamber of Commerce donated the use of its large banquet hall, the event had to be run in four sections. The winner, Senorita Carmen Alonso, made a net score of ninety-three words per minute, while the winner of fourth prize equalled the best speed of the other company's contest. Several typists who participated in both contests averaged from four to eight words more per minute on the Underwood.

KNOCKER

¶ *A competitor's salesman learns that a hit against the Underwood is likely to bounce back.*

A REPRESENTATIVE of another typewriter company called not so long ago on a Washington, D. C., shorthand reporter named John Huiess. Observing three Underwoods in Mr. Huiess' office, the salesman declared they were the hardest machines to operate of any on the market.

It so happened, however, that the salesman was talking to a man who knew more about typewriters than he did. In reply to his remark, Mr. Huiess told him he had operated every machine on the market from the days of the Densmore in the 1890's up to the Underwoods then in his office, and that the Underwoods were undoubtedly the best and most satisfactory.

In a letter about the incident sent to the General Offices, Mr. Huiess wrote, "I also told him of my 'Old Reliable' that I have taken on trips to many cities and on which important testimony in courts and confidential hearings have been transcribed, and showed him snapshots of my daughter at the age of five learning to type on that machine and explained that she now holds an important position.

" 'Old Reliable' has turned out pages and pages of confidential matter pertaining to the Japanese Act, South American controversies, all the contents of *The True Story of Woodrow Wilson* as well as White House conferences."

Naturally, the knocking salesman did not get very far with Mr. Huiess.

Contestants in a recent speed contest in Barcelona, Spain, are shown above in the Barcelona Chamber of Commerce.

OFFSET TYPING

¶ *Philadelphia salesman beats competition in sale of machines for special application.*

ALTHOUGH a large printing house in Philadelphia used a competitor make of typewriter almost exclusively, T. Holland Paist, salesman with the Philadelphia office, called on the firm regularly. He made himself so well known to its officials that when they planned buying some typewriters for photographic offset work, they requested details on the model of Underwood that would be recommended for this purpose. The machines were to be used particularly for typing railroad tariffs, the typewritten pages of which were to be reproduced in reduced dimensions by offset and bound into books.

The competing typewriter company sent for examination a machine equipped with special type, special keyboard and carbon ribbon on large spools. Their salesman exhaustively demonstrated the mechanical features of the product and submitted elaborate advertisements describing a typewriter installation for similar purposes in another prominent concern. He fastened an improvised pointer on the machine, in front of the scale on the bail, and arranged a plain strip of paper in such a manner that it would serve as a column guide.

T. H. Paist

In opposition to these points, Mr. Paist emphasized that on the Underwood all operating mechanisms were nearer the keyboard and hence more conveniently positioned. He stressed the advantage of the front scale and showed how a narrow strip of paper placed on the scale could be marked to indicate column widths. In use, the operator would not look at the typing but would be guided by the white strip. The column guide on the competing make, in contrast to this effective device, was not in the proper range of vision for fast work.

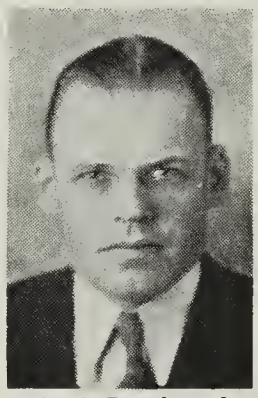
He proved that carbon ribbon was not the most practical from the viewpoint either of workmanship or expense and, after careful experimenting with all grades of inking in UEF ribbons, demonstrated that DeLuxe extra light produced the best photographic reproductions.

Since a great variety of symbols are used in the railroad tariffs, he pointed out the advantages of the Underwood removable type bar which permits insertion of additional symbols as different jobs should be obtained.

With such an array of selling arguments, Mr. Paist secured the unanimous approval of the operators and ended by selling four model 6/18 machines equipped with medium Roman Gothic type and special photographic offset keyboard.

Many Demonstrations Result In One Good Sale

A. H. LANDMARK of the Denver branch had to make thirty-seven complete demonstrations to operators and heads of departments over a period of several weeks to do it. But he considered the effort worthwhile when he finally obtained a signature on an order from the Denver Bureau of Public Welfare for nineteen Underwood Sundstrands.


A. H. Landmark

The new machines replaced a like number of rented Underwood Sundstrands and of owned machines of four competitive makes. They are being used on various phases of relief work in Denver.

A. N. Kitchen Makes Sale With Service Man's Aid

OFFICIALLY the recent sale of a model 6/20 Underwood with keyset decimal tabulator to the Cumberland County Power & Light Co., is credited to A. N. Kitchen, salesman with the Portland, Me., branch. But in large measure the sale was due to the efforts of William O. Bailey of the Portland service department.

A. N. Kitchen

Called in to service a machine, Mr. Bailey strongly recommended the new Underwood models and advised the purchase of one to heighten the efficiency of the office. With this cooperation Mr. Kitchen experienced no obstacle in consummating the sale. The old machine was not traded in but was retained as extra equipment.

This is an example of how service men can bring in valuable information and let salesmen know of prospects for new business. In the Portland office salesmen have been reciprocating by bringing in service work in cases where it is impossible to sell a new machine.

Associate Editors

Atlantic District
Albany, T. J. McMahon; Buffalo, Jack Tench; Hartford, K. A. Flanders; New Haven, R. A. Howard; Providence, R. L. Murphy and H. W. Wennik; Rochester, Charlotte Smith; Springfield, R. E. Ward; Boston, C. H. Prentice and H. T. McBrien; Portland, P. S. Donovan.

New York District
New York, G. A. Meinecke, J. M. Steinau and W. E. Zontlein; Newark, W. R. Phillips.

Eastern District
Allentown, J. A. Downs; Baltimore, H. L. Disney; Charlotte, W. R. McDowell; Harrisburg, H. B. Taylor; Philadelphia, W. F. Clark; Richmond, Ogarita G. Myers; Scranton, L. E. Decker; Washington, H. H. R. Helwig and J. V. Brownell.

Central District
Akron, G. R. Windsor; Cincinnati, A. E. Zugelter; Cleveland, A. J. McNellan; Columbus, Mrs. Mary Turner; Detroit, I. B. Altmann; Grand Rapids, H. W. Reynolds; Louisville, Harry Hitt; Pittsburgh. E. L. Peach; Toledo, J. R. Gardiner; Youngstown, R. W. Mowry.

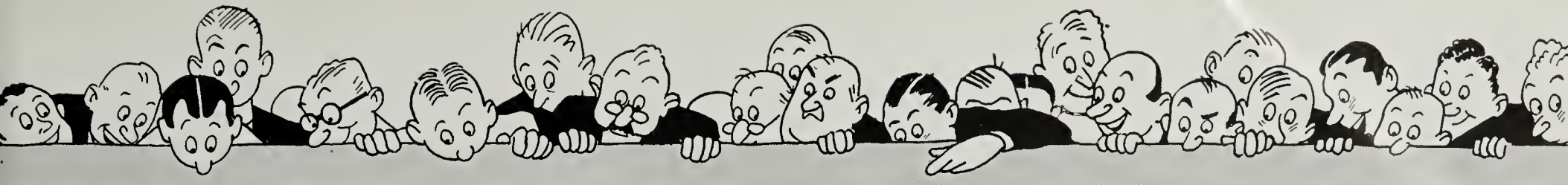
Western District
Chicago, F. C. Snow; Davenport, W. A. King; Des Moines, F. L. Bredimus; Green Bay, C. B. Bretzke; Indianapolis, L. A. Cory; Milwaukee, C. M. Murphy; Minneapolis, S. S. Baker; Omaha, Marion Dennis; Peoria, A. V. Longenecker; Rockford, L. H. Earle; South Bend, L. V. Rogers; St. Louis, E. S. Staehle; Kansas City, F. M. Anglim.

Pacific District
Boise, A. J. Salisbury; Butte, W. Crist; Denver, A. D. Brown; El Paso, H. C. Barbour; Fresno, L. A. Weitz; Los Angeles, W. J. Dietrick; Phoenix, G. G. Russell; Portland, F. G. Aff; Sacramento, A. G. Walsh; Salt Lake City, Berenice Daley; San Diego, J. J. Voorhis; San Francisco, Selma Stein; Seattle, Aurelia Lonseth; Spokane, R. C. La Torres.

Southern District
Atlanta, Earl Brooks; Birmingham, W. H. Blaney; Dallas, B. E. Stratman; Houston, O. H. Cook; Jacksonville, J. E. Neahr; Memphis, Sam Cooper; Nashville, J. A. Pittman; New Orleans, J. L. Videau; Oklahoma City, M. A. Babcock.

Export
F. D. Lehn.

Service
George Bender.



DISTRICT STANDINGS

AUGUST

Southern
Pacific
Eastern
Western
Central
New York
Atlantic

EIGHT MONTHS

Eastern
Southern
Pacific
New York
Central
Western
Atlantic

BRANCH STANDINGS

AUGUST

1. Boise
2. Spokane
3. Seattle
4. Birmingham
5. El Paso
6. Peoria
7. Atlanta
8. Green Bay
9. Milwaukee
10. Washington (T)
11. Columbus
12. Harrisburg
13. Jacksonville
14. Washington (AA)
15. Butte
16. Memphis
17. Denver
18. Pittsburgh
19. Sacramento
20. Des Moines
21. Dallas
22. New Orleans
23. Portland, Ore.
24. Nashville
25. Houston
26. Oklahoma City
27. Salt Lake City
28. Charlotte
29. Omaha
30. Kansas City
31. Rochester
32. New York (T)
33. Allentown
34. Phoenix
35. St. Louis
36. Louisville
37. Richmond
38. Fresno
39. Baltimore
40. Cincinnati
41. San Francisco
42. San Diego
43. Indianapolis
44. Youngstown
45. Chicago
46. Portland, Me.
47. Providence
48. South Bend
49. Scranton
50. New York (AA)
51. Detroit
52. Akron
53. Los Angeles
54. Buffalo
55. Toledo
56. New Haven
57. Springfield
58. Boston (T)
59. Minneapolis
60. Philadelphia
61. Albany
62. Grand Rapids
63. Davenport
64. Hartford
65. Cleveland
66. Rockford
67. Boston (AA)
68. Newark (AA)

EIGHT MONTHS

1. Washington (AA)
2. Washington (T)
3. Columbus
4. Spokane
5. Birmingham
6. Seattle
7. Butte
8. New Orleans
9. Salt Lake City
10. Oklahoma City
11. Atlanta
12. Houston
13. San Diego
14. Boise
15. El Paso
16. Memphis
17. Cincinnati
18. Denver
19. Milwaukee
20. New York (T)
21. Jacksonville
22. Sacramento
23. Portland, Ore.
24. Dallas
25. Detroit
26. Harrisburg
27. Nashville
28. Richmond
29. Pittsburgh
30. Phoenix
31. San Francisco
32. Des Moines
33. Charlotte
34. Green Bay
35. Baltimore
36. Omaha
37. Kansas City
38. Indianapolis
39. Springfield
40. Toledo
41. Fresno
42. Los Angeles
43. Hartford
44. Rochester
45. Peoria
46. Boston (T)
47. Akron
48. Minneapolis
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50. Allentown
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61. Albany
62. Portland, Me.
63. Rockford
64. Newark (AA)
65. Buffalo
66. Boston (AA)
67. Scranton
68. Davenport

SALESMEN'S STANDINGS

AUGUST

1.	F. D. Kauffman	Harrisburg
2.	E. L. Hollahan	Pittsburgh
3.	W. F. Beck	Milwaukee
4.	D. A. Sparks	Jacksonville
5.	W. E. Phillips, Sr.	New York
6.	J. O. Jenkins	Columbus
7.	A. G. Landrus	Washington
8.	R. G. Youngren	Chicago
9.	A. H. Landmark	Denver
10.	E. W. Swain	Peoria
11.	M. J. Carroll	New York
12.	E. R. McMahon	Seattle
13.	H. D. Fair	Milwaukee
14.	G. E. Reynolds	Buffalo
15.	J. A. Fallon	New York
16.	O. E. Starr	Louisville
17.	W. J. Modrack	Detroit
18.	O. C. Bacharach	New York
19.	A. E. Bates	San Francisco
20.	H. A. Wood	Boise
21.	J. F. Welch	Birmingham
22.	A. H. Haddock	Kansas City
23.	B. H. Moreland	New York
24.	C. E. Brazeal	Kansas City
25.	E. Dishart	El Paso
26.	C. M. Lucas	Baltimore
27.	J. C. Eckstrom	Sacramento
28.	W. W. Francis	Washington
29.	F. H. Barger	Des Moines
30.	R. Heckler	Rochester

EIGHT MONTHS

1.	J. F. Grady, Jr.	Washington
2.	F. C. Diedrich	Washington
3.	W. W. Francis	Washington
4.	W. J. Modrack	Detroit
5.	H. R. Helwig	Washington
6.	F. D. Kauffman	Harrisburg
7.	B. B. Horwitz	New York
8.	J. T. Lafferty	New York
9.	A. M. Labatt	Minneapolis
10.	E. L. Hollahan	Pittsburgh
11.	F. A. Heberg	Chicago
12.	E. C. Atkerson	Birmingham
13.	A. N. Gaw	San Francisco
14.	D. A. Sparks	Jacksonville
15.	R. R. Franks	Seattle
16.	W. E. Phillips, Sr.	New York
17.	A. G. Landrus	Washington
18.	L. P. Bahan	New Orleans
19.	E. C. Clewell	Chicago
20.	A. W. Liebes	Denver
21.	W. L. Tinker	Columbus
22.	J. S. Larson	Albany
23.	H. Tennyson	Kansas City
24.	W. C. Berg	Pittsburgh
25.	E. N. Anger	Boston
26.	O. M. McCracken	Indianapolis
27.	R. M. McCleary	New York
28.	A. W. Johnson	New York
29.	J. C. Eckstrom	Sacramento
30.	N. P. Coleman	Butte

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